

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 387 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	13435	Campaign Ref:	E:1207/10065
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C01 C07	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/07/12	Weeks:	1	Order Ref:	06217617
Est./PO Number:	06217617	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	13435
Demographic:	(L) Household	Order:		
		Key Market:	Greenville Spartanburg Asheville	

Ref	Sales Product Details	Rate	Spot Type	10/01	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	150	30 Comme	1	1	150
2	M-F 4-5p Judge Judy ...F..	225	30 Comme	1	1	225
3	M-F 8a CBS This Morning ...F..	110	30 Comme	1	1	110
4	M-F 9a Dr Phil ...F..	150	30 Comme	1	1	150
5	Fri 9p ET / 8p CT Made in Jersey ...F..	900	30 Comme	1	1	900
6	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	1	1	170
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	150	30 Comme	1	1	150
Weekly Totals:				34	34	
Closed PR				1	1	

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				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	Total	Cost
8	M-F 4-5p Judge Judy	225	30 Comme	1	1	225
9	M-F 8a CBS This Morning	110	30 Comme	1	1	110
10	M-F 9a Dr Phil	150	30 Comme	1	1	150
11	Sat 10p ET / 9p CT 48 Hours	600	30 Comme	1	1	600
12	Sat 7p Access Hollywood		30 Comme			
13	Sat 8-9p	400	30 Comme	1	1	400
14	Sat 9-10p	400	30 Comme	1	1	400
15	Sun 1030a ET / 930a CT Face The Nation	275	30 Comme	1	1	275
16	M-F 1135p ET / 1035p CT Late Show	170	30 Comme	1	1	170
17	M-F 3p ET / 2p CT Let's Make A Deal	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)				34	34	
Closed PR				1	1	

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Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 13435	Campaign Ref: E:120710065
Buyer: ..	Client/Product/Estimate: MCCRO /ORDR /C01C07	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/07/12	Weeks: 1	Order Ref: 06217617
Est./PO Number: 06217617	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	Total	Cost
18	M-F 4-5p Judge Judy ...T...	225	30 Comme	1	1	225
19	M-F 8a CBS This Morning ...T...	110	30 Comme	1	1	110
20	M-F 9a Dr Phil ...T...	150	30 Comme	1	1	150
21	Tue 10p ET / 9p CT Vegas .T.....	1200	30 Comme	1	1	1200
22	M-F 1135p ET / 1035p CT Late Show .T.....	170	30 Comme	1	1	170
23	M-F 11a ET / 10a CT Price is Right .T.....	225	30 Comme	1	1	225
24	M-F 3p ET / 2p CT Let's Make A Deal .T.....	150	30 Comme	1	1	150
25	M-F 4-5p Judge Judy .T.....	225	30 Comme	1	1	225
26	M-F 8a CBS This Morning .T.....	110	30 Comme	1	1	110
27	Tue 8p ET / 7p CT NCIS .T.....	2500	30 Comme	1	1	2500
Weekly Totals:				34	34	
Closed PR				1	1	

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Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 13435	Campaign Ref: E 120710085
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C01C07	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/07/12	Weeks: 1	Order Ref: 06217617
Est./PO Number: 06217617	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/01	Total	Cost
28	M-F 9a Dr Phil T.....	150	30 Comme	Nbr of Spots	1	150
29	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	1900	30 Comme	Nbr of Spots	1	1900
30	Wed 10p ET / 9p CT CSI ..W....	1200	30 Comme	Nbr of Spots	1	1200
31	M-F 3p ET / 2p CT Let's Make A Deal ..W....	150	30 Comme	Nbr of Spots	1	150
32	M-F 4-5p Judge Judy ..W....	225	30 Comme	Nbr of Spots	1	225
33	M-F 8a CBS This Morning ..W....	110	30 Comme	Nbr of Spots	1	110
34	M-F 9a Dr Phil ..W....	150	30 Comme	Nbr of Spots	1	150
35	Sat 7p NewsS.	150	30 Comme	Nbr of Spots	1	150
Weekly Totals: Total Spots(Ord Spots)				34	34	
Closed PR				1	1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	Sat 7p Access Hollywood	:30 Commercial	10/01/12	Closed Pre Emption	150.00	35 (10/06)	0000169847	

[illegible]

		Grand Totals	
		Month 10 Weeks: 4	
		10/01	
Totals			
Spots	34		34
Cost	13435		13435

Grand Totals:	
Spots:	34
Gross Total:	13,435.00
Commission:	2,015.25
Net Total:	11,419.75

AGENCY: SMART MEDIA GROUP BUYER: MICHELE BROOKS CONTRACT TOTAL 13435.00
ADVERTISER: POLI/P MCCRORY/R/GOV ESTIMATE#: C01C07 TOTAL SPOTS
PRODUCT: MCCRORY 4 NC GOV OCT1/12 - OCT7/12 (WKS-1)

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#12 MISSED: SAT/700P-730P OCT6 30S \$150.00 (AUG3/12)
OFFER: SAT/700P-730P OCT6 30S \$150.00 PLS ADVISE.
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV